



# COMMUNICATIONS HANDBOOK

*Agency Guidelines*

Revised July 2009

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# 1. Introduction

Welcome to CMS' official resource for creating communications materials. If you or your contractor creates communications materials or provides communications services, this Handbook is for you. It introduces important design and production elements to help you create powerful, accurate, and timely communications materials. We have also included information on the clearance process, program identity marks and logos, resources, video production, and electronic access for people with disabilities, as well as many other resources — all designed to help you with your unique communications projects.

As always, your communications needs will depend on your specific component's goals and objectives. In general, communications materials at CMS fall into the following categories:

- Logos
- Books
- Magazines
- Flyers/Circulars
- Brochures/Pamphlets
- Newsletters
- News/Press Releases
- Articles
- Posters
- Photographs
- Collateral Items (e.g., Tote Bags, Pens, etc.)
- Exhibits/Displays
- Reports
- Advertisements
- Training Materials
- Fact Sheets
- Videos
- Satellite/Audio Broadcasts
- CDs/DVDs
- Video News Releases (VNRs)
- Web Casts/Podcasts/Video Streaming
- Public Service Announcements (PSAs)

This Handbook, created by the Office of External Affairs (OEA), introduces important design and production elements needed to create communications materials in an effective and efficient manner. Whether you decide to create your own products or hire a contractor, you should know that CMS has a talented team of creative professionals to help lead you through the creative process. OEA's designers, photographers, video producers, directors and writers are available to work with you to produce cutting edge communication products. Refer to this guide often in order to meet the following critical objectives for all your materials.

## OBJECTIVES:

- **Ensure Propriety, Accuracy, and Quality**—High quality materials are accurate in specific details, appropriate for dissemination by a Federal agency, as well as show good aesthetic judgement.
- **Avoid Unnecessary Expenditures** —Use your CMS resources wisely, especially in times of budget restraints.
- **Adhere to GPO Design and Printing Requirements** —While computer software makes it easier for “non-designers” to produce communications materials, good design is vitally important. The Government Printing Office (GPO) requires those involved in designing and submitting materials for commercial printing to have knowledge, skills, and ability in both design and printing concepts, techniques, and standards. Visit <http://www.gpo.gov> for more information.
- **Demonstrate Pre-Press Review**—All materials submitted for commercial printing must go through a pre-press review in order to demonstrate readiness for printing. Print, design, and pre-press assistance and advice are available from the Division of Multimedia and Broadcast Communications (DMBC) at [DMBC\\_Box@cms.hhs.gov](mailto:DMBC_Box@cms.hhs.gov) and the Division of Publications Management Services (DPMS) in the Office of Operations Management (OOM).



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## 2. Creating Print Materials

### GETTING STARTED

Once you have identified the idea, audience, format, and deadline for your communications product, you need to decide whether you will use CMS services or a contractor to produce your product.

As mentioned, OEA's DMBC has professional designers that work with professional graphic art applications that result in high quality products. These products tend to have fewer problems than applications designed for screen and desktop printing (like Microsoft WORD and Microsoft Publisher).

If you want to use DMBC, e-mail [DMBC\\_Box@cms.hhs.gov](mailto:DMBC_Box@cms.hhs.gov) to request design services. A designer will be assigned to your project, and you will work together throughout the process. Before you start any work on a project, you must request HHS concept clearance and approval. Concept clearance is one of several clearance processes that are required for CMS publications (see Section 9.)

You also need to consider how you will get your product printed. Printing is just one of the many steps in the design and document creation process. For a checklist of steps, see Appendix D. There are several printing options available to you in CMS. You can use the high-speed printers located in the copy rooms and the printers located in the Copy Center and Individual Learning Center for up to 5,000 copies of a single page or 25,000 copies of multiple pages. Quantities over these requirements should be sent to a GPO printer through the print specialists in the Office of Operations Management (OOM)/Division of Publications Management Services (DPMS). If you are using DMBC for your materials, they will discuss your printing needs with you. If the printing job is large and complex, you will want to discuss costs and schedule with a print specialist in OOM/DPMS as well. They can help you get funding approval with a CMS Printing Services Requisition Form (CMS-400).

### GENERAL REMINDERS

- If you plan to post your document to the web and/or distribute it electronically, the document must be 508 compliant (see Section 6.)
- If you are creating a form, Appendix B: Style Guidelines can help you, as well as the staff at DMBC.
- If you are planning to print a document that is 16 pages or less in length, GPO regulations require the document have a self-cover, using the same paper stock used for the text.
- Also be aware there are Joint Committee on Printing (JCP) regulations (16.1) that cover by-lines in printed materials. In general, by-lines must be confined to authors of articles and photographers who originated the pictures and should be printed directly with the articles or pictures they created.
- Regardless of the size of your project, remember that DMBC is a valuable resource to discuss all your design and printing needs.

## DELIVERABLES & PRE-PRESS REVIEW

If you or your contractor created print materials, the deliverables for these products need to pass a pre-press review. Once the materials pass inspection, you will receive a Form CMS-20013 showing that the materials passed and are archived in the CMS digital asset management (DAM) system. In order to make sure you and your contractor have what needed to pass the pre-press review, follow these general steps. A more comprehensive checklist can be found in Appendix A.

- Make sure the product files are in the Adobe CS suite (CS3 or higher) for Illustrator, Photoshop, Acrobat and InDesign (or no more than two versions lower).
- Do a preflight of InDesign files to identify all missing fonts, links, or color problems.
- Confirm the status of all images before submitting the files. No image link status should display “Modified” or “Missing.”
- Ensure that all placed full color photos are in CMYK mode. Files not converted to CMYK will not print properly. If printing CMYK only, convert all spot colors to process. If printing spot colors, identify colors as spot Pantone colors NOT process Pantone colors.
- Complete Form GPO-952 for Government Printing Office (GPO) printing.
- Complete form CMS-20012 and supply proof of ownership and/or reproduction rights for all photographs and/or illustrations used in project.

Make sure your final package contains the following:

- Composite color copy and/or mock-up.
- All required forms (see Appendix A.)
- Color separated paper “plates.” Color separated prints ensure that only the desired number of ink colors are contained in the file.
- A press quality PDF file, showing cropmarks and bleeds.
- A 508 compliant PDF version for posting on the web. See some of the requirements below.
- All fonts with completed job. Component must use licensed fonts. CMS uses Open Type fonts (preferred). Use correct fonts (i.e., Garamond Bold) rather than using styles. We prefer not to use Adobe Type One fonts.
- All graphic files placed in a document. All linked graphics should be in TIF or EPS format. Use Photoshop to enlarge and/or modify images before placing in a document. Enlarging images after placing in a document will change the effective resolution. All images should be at least 300 dpi (dots per inch) at 100% or smaller size.
- All linked files for the project. Use “Package” for InDesign. When placing EPS files with embedded text, include the font or turn the text to outlines.

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## 3. Audio/Video Production

Not all communication projects are best suited for printed publications. In today's multimedia environment, video productions, webcasts, podcasts, and satellite broadcasts are all viable alternatives to printed materials.

In addition, not everyone at CMS knows that there is a full size state-of-the-art television studio located on the lower level of the CMS building in Baltimore. The CMS production studio within OEA's DMBC can help you with a wide variety of audio and video communications services.

### SERVICES PROVIDED

- Script Writing/Editing
- Location/Studio Video Shoots
- Satellite Broadcasts
- Audio/Video Recordings
- Public Service Announcements (PSAs)
- Video News Releases (VNRs)
- Webcasts/Podcasts/Video Streaming
- Video Editing
- Satellite Network Management

As with printing materials, before you start working on an audio/video project, you must request HHS concept clearance and approval (see Section 9).

### SCHEDULING

DMBC's production staff schedules productions, assists the client through the production process, and produces the broadcasts, videotapes and DVDs. E-mail [DMBC\\_Box@cms.hhs.gov](mailto:DMBC_Box@cms.hhs.gov) to request starting a production, and a CMS producer will contact you. Some projects, like requesting satellite time, can take 6-8 weeks, so please plan early.

### SATELLITE BROADCASTING CAPABILITIES

CMS currently provides state-of-the-art Digital Television (DT) technology, and is upgrading to High Definition (HD). Our Digital Satellite Broadcasting System is capable of providing broadcast quality KU Band programming 24/7. We also provide On Demand service for Regional Offices and can record a satellite broadcast for later viewing.

### VIDEOTAPES/DVDS

If you need to create a video, look at your budget and time frame period. Decide whether you want to use an outside contractor or the CMS video production studio and staff. Consider the following:

- The length and complexity of a video production, shooting locations, and need for talent.
- Animation and graphics make video productions expensive, so make sure your audience size justifies the cost of production.
- A master tape is the finished product of many original source and electronic graphic tapes from which the broadcast tapes are made and duplicated.
- Broadcast quality tapes must conform to the Federal Communications Commission (FCC) standards.



Tapes intended for the viewing public must have 10–15 seconds of black before the program begins, a disclaimer, if necessary, and an opening frame (called “the slate”) providing:

- Audio channel information (that is, channel 1 or 2, or a mix)
- Closed caption information
- Release or air date
- Producer’s name
- Program title
- Program length (minutes and seconds)
- Language, if other than English
- Product label
- Cassettes, CD-ROMs, DVDs and other containers must be labeled with:
  - Program title or speakers;
  - Release or air date;
  - Program length (minutes and seconds); and
  - Face and spine labels (written overview is sometimes useful).

Master videotape labels for cassettes, CD-ROMs and containers must have:

- Production stage (e.g.: edited master, duplicate master, or release copy)
- Audio track identification

## RELEASES AND RIGHTS

You must get talent releases from all people, including paid talent, recognizably photographed or recorded in all programs (see Section 8.)

## PACKAGING

Every communications product must contain the DHHS logo and CMS identity mark. Contact DMBC for animated and still versions of these design elements (see Section 4 for more information.)

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## 4. CMS' Identity Program

An organization's image is one of its most valuable assets. CMS has an identity program committed to establishing CMS as a reliable, unbiased, and accurate public information source. This section tells you how to apply the components of our identity program to your communications product.

### CMS' IDENTITY COMPONENTS

Our identity program consists of words, letters, and graphic components like a logo, identity mark, and brand mark.

#### WORDS

Words that make up our identity program are "Centers for Medicare & Medicaid Services," "CMS," "Medicare," "Medicaid," "Medicare & You," "Department of Health and Human Services," "DHHS," "HHS," and "Health and Human Services."

#### IDENTITY MARKS

Identity marks are names, terms, signs, symbols, or designs that distinguish CMS programs and services from others to help form CMS' identity. CMS has an identity mark which is discussed further in this section. If you want to use our identity mark, ask DMBC for an electronic version of the mark — do not recreate it. The CMS identity mark does not exist in other languages. A logo is a specifically designed and individualized symbol of an organization. Within DHHS, only the DHHS symbol is a logo (see Section 5.)

#### BRAND MARKS

Brand marks, also called trademarks or service marks, are words, phrases, symbols, or designs that distinguish CMS' products or services. "My Health. My Medicare" is a brand mark. Brand marks are an important part of maintaining CMS' image, and they must meet certain criteria.

### USING THE CMS NAME WITHOUT THE IDENTITY MARK

Try to use the CMS identity mark on your communications products. If you are only using the agency name, follow these criteria:

- Make all words the same size and font (at least an 8 point sans serif font such as Frutiger Bold or Arial Bold)
- Put all letters in uppercase except for the word "for."
- Use an ampersand (&) instead of "and."
- Use black, blue, or a dark color if the background is light.
- Use yellow, white, or a lighter shade if the background is dark.

Example (8 point Arial Bold):

**CENTERS for MEDICARE & MEDICAID SERVICES**

If you have a product that is entirely in Spanish, you may use the words "Centros de Servicios de Medicare y Medicaid" in place of the CMS name.

## **LICENSE AGREEMENT POLICY AND PROCEDURES**

As part of the effort to enhance and protect CMS' image and integrity, we have a licensing policy for the components of our identity program. This means that if you want to use any of the identity or brand marks, you need to get approval to use them.

Once you have a sample of your product, e-mail [Logos@cms.hhs.gov](mailto:Logos@cms.hhs.gov) at least two weeks before production for approval. Approval requests are effective for the initial printing period (for tangible products) or six (6) months (for advertising.)

If you have a contractor, partner, or other stakeholder who wants to use any element of our identity program, they must have a licensing agreement with CMS. Some contractors like Medicare Administrative Contractors (MACs) and Quality Improvement Organizations (QIOs) have license agreements incorporated into their CMS contracts. To get a licensing agreement, send a request with the information below to [Logos@cms.hhs.gov](mailto:Logos@cms.hhs.gov):

- Name and address of requestor
- CMS contact name and number
- Project name
- Which identity program element(s) they want to use
- Why they want to use it
- How long they want to use it

You may not use agency marks to promote private for-profit entities or to promote one service over another within CMS programs. Products with CMS identity marks on them generally should not be sold for profit. Only CMS and partners authorized to do so may use the CMS identity materials on products they distribute. In addition, these products must follow the National Gifts provision, which states that the gifts may be offered to the public as long as the gifts are of nominal value and are provided whether or not the individual is enrolled in a CMS program.

Be aware that our identity marks are protected by law. For example, Section 1140 of the Social Security Act, 42 U.S.C. §1320b-10, prohibits the use of the Department and agency names, acronyms, stationery, cards, logos/marks and other identity materials in a manner which would convey the false impression that such item is approved, endorsed, or authorized by CMS or DHHS, or that such person has some connection with, or authorization from CMS or DHHS.

For more information on prohibition of misuse, visit [http://www.ssa.gov/OP\\_Home/ssact/title11/1140.htm](http://www.ssa.gov/OP_Home/ssact/title11/1140.htm). If you notice unauthorized use of the CMS mark, e-mail [Logos@cms.hhs.gov](mailto:Logos@cms.hhs.gov).

## **OTHER AGENCY BRAND MARKS**

In order to brand the Centers for Medicare & Medicaid Services, we limit creation of new brand marks. Brand marks must meet certain criteria when used externally. Many are created for campaign specific programs or specific training initiatives. A good example of this type of brand mark is the "My Health. My Medicare." brand which is used for many CMS publications. The Medicare Learning Network (MLN) brand is used for official CMS educational products and information for Medicare fee-for-service providers.

*My Health.  
My Medicare.*



## HOW TO USE THE IDENTITY MARK

These guidelines provide information and instructions on the appropriate use of the CMS identity components. Remember, don't recreate the identity mark — ask DMBC for an electronic version.

### POSITIVE IDENTITY MARK

The CMS mark is composed of two elements that are designed as a unit:

1. The letters CMS and the words Centers for Medicare & Medicaid Services
2. The horizontal and vertical bars

Do not try to recreate the identity mark on your own. E-mail [Logos@cms.hhs.gov](mailto:Logos@cms.hhs.gov) for an electronic version in any of the formats described below.

### 2-COLOR IDENTITY MARK (PREFERRED)

Use CMS Gold (or gold foil) and CMS Blue.



### 1-COLOR IDENTITY MARK

If you are only using one CMS color, use CMS Blue.

If you are not using color, use black. You can also use a negative mark, which is reversed out in white. The negative mark must not be placed on a background that is tonally lighter than 100% of the color. Make sure you use a background color that contrasts sufficiently with the mark.



See color equivalent chart on page 9.



### FOUR-COLOR (4/C-PROCESS) OR DIGITAL PRINTING

Four-color process (4/C-process) versions are available for products that require 4/C-process production, such as 4/C press and digital printing. Since the color varies when printed on different stocks (paper), the colors have been customized for coated and uncoated stocks. Automatic conversion from spot color to 4/C-process is not acceptable. All positive marks are to be used against white backgrounds and colors that are tonally lighter than 20% of the color. When placing the logo on a photographic background, ensure that there is great contrast between the mark and the image.

### USE OF CMS MARK WITH DHHS LOGO

All CMS communication materials must use the DHHS name and/or logo. If the CMS mark and DHHS logo are used on the same page, the DHHS logo must be more prominent and dominant than the CMS mark. Prominence and dominance is not necessarily measured in size, it also depends on factors such as contrast and placement. For example, the DHHS logo should never be smaller than 0.5 inches wide (see Section 5.)

## SIZE, PLACEMENT AND COLOR

### MINIMUM SIZE

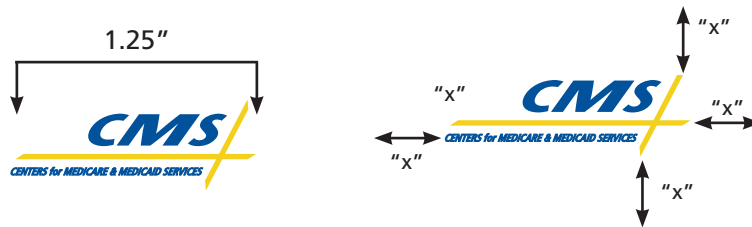
Make sure the CMS mark is at least 1.25 inches wide so that it is legible. This measurement is equal to the horizontal length of the entire mark. A slightly smaller size is acceptable as long as CMS' name remains legible.

### BLEED-EDGE INDICATOR

The identity mark may not bleed off any edge of an item. The mark should sit at least 1/8 inch inside any item's edges.

### CLEAR SPACE ALLOCATION

The clear space around the CMS mark prevents any nearby text, image, or illustration from interfering with the mark. Any type of graphic components must be at least "x" distance from the mark, where "x" is the height of the "M" in the identity mark.







### CMS COLOR PALETTE

Use the following color palette for identity program components on all graphic communications materials. Match the CMS colors as closely as possible.

- For four-color process printing (also known as full-color printing), refer to the CMYK values indicated.
- For software like Microsoft Word® or Microsoft PowerPoint®, refer to RGB (print/on-screen).
- For Web applications, refer to the RGB Web values or Hexadecimal Web values.
- For printing on coated and uncoated paper, use the PANTONE® and CMYK values provided.

### COLOR EQUIVALENT CHART

COLOR	CMS GOLD	CMS BLUE	CMS RED	MEDICARE Burgundy
SPOT COLORS	PANTONE 110	PANTONE 287	PANTONE 186	PANTONE 704
CMYK	7C 16M 100Y 0K	99C 75M 8Y 0K	0C 100M 83Y 4K	21C 95M 85Y 11K
RGB	255R 204G 0B	0R 102G 153B	204R 0G 51B	204R 51G 51B
HEXADECIMAL WEB	#FFCC00	#006699	CC0033	#CC3333
				

*(The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc. Please visit <http://www.pantone.com> for more information. Microsoft and PowerPoint are registered trademarks of Microsoft Corporation. All rights reserved.)*

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## 5. DHHS Identity Program

### DHHS NAME, SEAL, AND LOGO USAGE GUIDELINES

DHHS has an identity program that consists of a name, seal, and logo. This section tells you how to apply the elements of DHHS' identity to your communications product.

#### NAME

On all materials distributed to the public use "DEPARTMENT OF HEALTH AND HUMAN SERVICES." It must be the first line and in more prominent type when used with the name of the Agency or component.

#### DEPARTMENT OF HEALTH AND HUMAN SERVICES

##### CENTERS for MEDICARE & MEDICAID SERVICES

Center for Medicaid and State Operations

If you have a product that is entirely in Spanish, you may use the words, "El Departamento de Salud y Servicios Humanos" in place of the DHHS name.

#### SEAL

The DHHS seal is intended for use on certificates and other official documents. Submit requests to use the seal facsimile to the Assistant Secretary for Public Affairs through the "615 clearance process."



#### LOGO

The DHHS logo is a variation of the seal. Using the logo is optional, but you must always use DHHS' name. The DHHS logo does not exist in other languages. As discussed previously, when used with the CMS identity mark, the DHHS logo must be more prominent and dominant.



Reflex Blue Logo (preferred)

Black 1-color logo

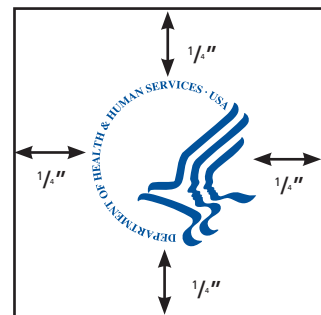
black reverse logo

When the DHHS logo is used with the CMS identity mark, CMS blue is appropriate to use.

Visit <http://www.hhs.gov/webrequestfaq/logos/> for additional information on the DHHS logo.



As mentioned, when used with the CMS identity mark the DHHS logo must be more prominent and dominant and never smaller than 0.5 inches. In addition, leave at least 0.25 inches of clear space around the DHHS logo.



## COVER GUIDELINES

The cover of your publication must follow guidelines from the Joint Committee on Printing (JCP). This includes:

- Series, number, title and subtitle (if any);
- Date (month and year) of issuance;
- Appropriate identification of the Department of Health and Human Services. The name of the Department shall form the principal line of the signature and shall have precedence in planning and in size of type\*.

### **DEPARTMENT OF HEALTH AND HUMAN SERVICES**

#### **CENTERS for MEDICARE & MEDICAID SERVICES**

- Appropriate identification of the Centers for Medicare & Medicaid Services\*.
- Do not identify the originating component on the front cover (do this on the title page), unless the component name is incorporated into the title or the subject matter justifies use of the component name.
- Publication number (on back cover) if the product is for external distribution. Contact OEA for publication numbers.

## RADIO PSAS

All radio Public Service Announcements (PSAs) must contain the line: "Brought to you by the U.S. Department of Health and Human Services."

\*Even if you use the DHHS logo or CMS identity mark, you still need to follow these guidelines.

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## 6. Audiences with Specific Needs

### READABILITY FOR THE VISUALLY IMPAIRED

CMS is required to use the techniques below if your product is for the visually impaired (or an audience likely to contain a substantial portion of visually handicapped members), as long as these techniques do not substantially increase printing costs.

- Use a serif typeface (the small features at the end of the letter strokes).
- Use type which is 12 points or larger.
- Set type with two points of leading between lines.
- Use black ink on white paper. If not, use ink and paper with a high degree of color contrast and avoid dark-colored paper stock.
- Avoid light-colored screened backgrounds.
- Print only on plain paper.
- Use proportional spacing (or typesetting).
- Set line widths 5.5 to 6 inches or less (longer lines are harder to read.)
- Use columns, rather than lines of text running clear across the page.
- Set text in short paragraphs rather than long ones.
- Use margins on the side of the page.

### CULTURAL COMPETENCE

Talent, language, images, and illustrations must reflect the heterogeneity of our beneficiary population at large in regards to race, color, age, sex, physical handicaps, and national origin. Sometimes, this may mean that separate ethnic or cultural versions may be required. Speech content or style, roles and demeanor of all persons portrayed shall not reflect adversely on any group or groups of people who might be identified in fact or by implication with the portrayal. Stereotyped behavior shall not be portrayed unless the product's purpose is served by doing so.

### COMMUNICATING TO PEOPLE WITH "LIMITED ENGLISH PROFICIENCY"

CMS is required to provide access to timely, quality language assistance services to people who, because of national origin, are not proficient or are limited in their ability to communicate in the English language ("LEP" persons). The necessity to translate written documents may vary depending on several factors, including the size of the population(s) being served and the size of the agency or provider.

CMS and the Office of Civil Rights (OCR) are responsible for informing Medicare and Medicaid providers of services about the LEP requirements and for providing technical assistance. OCR published policy guidance that outlines the responsibilities under Federal Law of Health and Social Services providers who receive Federal financial assistance from HHS to assist people with limited English skills. The guidance explains the basic legal requirements of Title VI of the Civil Rights Act of 1964 (Title VI) and explains what recipients of Federal financial assistance can do to comply with the law. The guidance also contains information about best practices and explains how OCR handles complaints and enforces the law. You can print out a copy of the guidance from OCR's website at <http://www.hhs.gov/ocr>, or contact one of the OCR Regional Offices.

## **ELECTRONIC ACCESS FOR PEOPLE WITH DISABILITIES:**

### **SECTION 508 OVERVIEW**

Section 508 of the Rehabilitation Act requires Federal agencies to make their electronic and information technology accessible to people with disabilities. The person who creates the product is responsible for making it 508 compliant.

Below are some common tips for making your products 508 compliant.

### **FILE FORMATS**

- Adobe InDesign is the preferred software for products, as it supports Section 508 requirements.
- 508 compliant MS Office documents are acceptable (Word, PowerPoint, Excel) for internal documents.
- You must use PDF documents for external products. These products must minimally pass Adobe Acrobat Professional's Accessibility check (Acrobat Version 8 or higher).
- Listen to the product being read by Adobe after you tag it to ensure that the reading order is logical.

### **SECTION 508 RESOURCES**

While a full discussion of 508 requirements and accessibility is beyond the scope of this manual, you will find a lot of websites provide comprehensive guidelines. For checklists and helpful tips on how to make documents 508 compliant, visit the following resources:

- [www.cms.hhs.gov/InfoTechGenInfo/03\\_Section508.asp](http://www.cms.hhs.gov/InfoTechGenInfo/03_Section508.asp)
- [www.hhs.gov/web/508/index.html](http://www.hhs.gov/web/508/index.html)
- [www.section508.gov/](http://www.section508.gov/) <http://www.access-board.gov/508.htm>
- [www.usa.gov/webcontent/usability/accessibility.shtml](http://www.usa.gov/webcontent/usability/accessibility.shtml)

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# 7. Using Images In Your Product

## ILLUSTRATIONS AND PHOTOGRAPHY

CMS owns a variety of images (illustrations and photographs) that you can use in your communication products at no cost to your component. Also, you may decide to buy images or pay for a photo shoot. In these cases, you must get permission from the photographer or source to use the image in your product. There are several other ways to get images.

### ACQUIRE ROYALTY-FREE IMAGES

Royalty-free images are photographs or illustrations you can buy from a photographer or “stock house.” Once you buy the image, you own it and can use it however, and whenever, you want. If your contractor buys a royalty-free image, make sure you do the following:

- Get written verification that the image was purchased for CMS using contract funds.
- Get the original purchase and any manipulated files (both the layered and the flattened file versions) in the highest quality file possible. For example, photographic files of at least 300 dpi TIFF or JPG format or illustrations and line art in EPS format.

### RENT ROYALTY STOCK IMAGES

When you rent an image, you will pay a cost based on a rental agreement that specifies the following:

- How you plan to use the image
- How long you will use it
- Type of media
- Quantity
- Distribution
- Prominence in the material

If you want to use the image in any way different from your rental agreement, you must renegotiate with the seller, and it may cost more. These images are highly monitored, and improper or unauthorized use can result in lawsuits and significant penalty fees. If you rent royalty stock images, get detailed records of the exact negotiated use and monitor the use of the image to be certain it follows the rental agreement.

### HIRE A PHOTOGRAPHER OR ILLUSTRATOR

If you hire a photographer or illustrator to create custom images, negotiate cost based on the use, duration, and media before the photo shoot to save money. Typically, the photographer still maintains copyright and ownership of an image, unless you negotiate a complete buy-out or unlimited usage.

In addition to obtaining the rights from the photographer, you must get talent releases from all people—including paid talent—recognizably photographed or recorded in the creation of all programs (see Section 8.)

Before you acquire any images, let OEA know, so we can store the images in CMS’ Digital Asset Management System (DAM). Images will be archived, stored for future use, and made available for use by other CMS components. Please include written documentation of the purchase/usage rights, along with any applicable model releases.

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## 8. Copyright Policies & Procedures

### OVERVIEW

Copyright is a global policy that protects material like books, movies, photography, music and computer software from unauthorized use. It is critical that CMS employees (and their contractors) follow copyright policy when creating communications materials.

Copyright protection starts when the work is created. Thus, only the author or someone who has rights through the author can claim copyright. If you want to reproduce copyrighted material, you must get written permission from the owner.

Copyright gives the owner protection against:

- Reproducing the work in any form (scanning, faxing, photocopying, recording, etc.)
- Preparing other works based upon the work.
- Distributing copies of the work to the public by sale, other transfer of ownership, rental, lease, or lending.
- Displaying copyrighted work publicly (including the individual images of a motion picture or other audiovisual work).
- Performing work for the public.

When work is prepared as part of your job, the copyright of the work belongs to the employer. Examples of this include if you create an original work as part of your job, or if you contribute to a collective work (i.e. a part of a video production or other audio/visual work).

When the Federal government, or a contractor it hires, creates information and artwork it is part of the public domain. This means that private people and organizations cannot claim copyright on Federal government work.

### COPYRIGHT NOTICE

The copyright owner may place a copyright notice on its works, but this notice is not required by law and works are copyright protected without the copyright notice. Use of the notice may be important because it informs the public that the work is protected by copyright, identifies the copyright owner, and shows the year of first publication.

A copyright notice should contain the following elements:

- The symbol © (the letter C in a circle), or the word “Copyright,” or the abbreviation “Copr.” and;
- The year the work was first published. In the case of compilations or derivative works incorporating previously published material, the year date of first publication of the compilation or derivative work is sufficient. The year date may be omitted where a pictorial, graphic, or sculptural work, with accompanying textual matter, if any, is reproduced in or on greeting cards, postcards, stationery, jewelry, dolls, toys, or any useful article, and;
- The name of the owner of copyright in the work, or an abbreviation by which the name can be recognized, or a generally known alternative designation of the owner.

**(Example: © 2002 John Doe)**

The law says that just because you own a protected work (like a book, manuscript, painting, photograph, or computer software), does not mean you have the right to copy it.

## EXCEPTIONS AND FAIR USE

The Fair Use Doctrine permits certain limited uses without permission from the author or owner. Whether a particular use qualifies as a fair use depends on these factors:

- The purpose and character of the use, including whether such use is of a commercial nature or for nonprofit educational purposes;
- The nature of the copyright work (information or imaginative /creative work);
- The amount and substantiality of the portion used in relation to the copyrighted work as a whole (is it long or short in length, or an essential part of the work), and;
- The effect of the use upon the potential market for or value of the copyrighted work.

## AVOID COPYRIGHT INFRINGEMENT

All CMS employees, and the contractors they hire, must be diligent about the potential for copyright infringement. Be careful when you download or copy information from the Internet. Keep in mind the four factors of fair use or get permission from the owner. Do not assume that changing a few elements like color, words, or placement makes the work yours. Reproducing work that is “substantially similar” to the original or incorporating the work of a copyright without permission into your own work is a breach of copyright. The “I know it when I see it” test is a good determination of infringement. If you look at two works and can see that it is reasonably clear that one was “copied” from the other, there is a problem.

## WHAT IS RESTRICTED MATERIAL?

Materials that can be used for identification purposes are considered restricted materials. It is not legal to scan restricted materials, but you may copy them as explained below.

The following materials may be copied in black and white, single-sided, and must be reduced to 75% or enlarged to 150% of its original size:

- Paper Currency
- Postage Stamps\*
- Travelers Checks
- Treasury Notes
- Money Orders
- Bonds
- Checks/Drafts
- Gold Certificates
- Internal Revenue Stamps
- Register Receipts

*\*Designs are copyrighted by the U.S. Postal Service. Refer to Copyright Protocol when making color copies.*

The following items can only be copied in black and white:

- |                          |                                    |
|--------------------------|------------------------------------|
| • Passports              | • Auto Certificates of Title       |
| • Driver's Licenses      | • Immigration Papers               |
| • Badges                 | • Signatures                       |
| • Identification Cards   | • Parking Permits                  |
| • Birth Certificates     | • School Transcripts               |
| • Transportation Tickets | • Certificates of U.S. Citizenship |
| • Diplomas               |                                    |



## **HOW TO GET PERMISSION TO REPRODUCE COPYRIGHTED WORK**

If you want to reproduce copyrighted work in any way, you must get written permission before you reproduce it. This includes printing or photocopying copyright material, posting on web pages, broadcasting, or republishing it in other publications such as newspapers, books or magazines. Be prepared to remove or replace anything that you are not granted permission to use. Below is information on how to get permission to use copyrighted work. The first step is to find the owner. The following organizations can conduct a copyright owner search of registered works for a fee.

### **The Copyright Office**

U.S. Copyright Office  
Library of Congress  
James Madison Memorial Building  
Room LM-401  
101 Independence Avenue, S.E.,  
Washington, DC 20559  
Website: <http://www.copyright.gov>  
Fee: \$75/hour

### **Graphic Artists Guild**

The Graphic Artists Guild  
65 I Street, S.W. #206  
Washington, DC 20024  
Telephone: 202.554.3070  
Website: <http://www.gag.org>

### **Professional Search Organizations**

Thomson and Thomson  
500 Victory Road  
North Quincy, MA 02171-3145  
Telephone: 800.692.8833  
Website: <http://www.thomson-thomson.com>

Once you have identified the owner of the copyright, contact the owner and follow these guidelines to get written permission to reproduce the copyright work:

- For publications, ask for the person or department devoted to granting permissions.
- For individuals who have provided quotes or photographs, or for material posted online by individuals, let them know the material you are interested in and ask them to sign a CMS copyright permission form (Form CMS-20005) available at: <http://cmsnet.cms.hhs.gov/hpages/oics/formsloc/forms.htm>
- For website material, e-mail the webmaster or other contacts. Permission granted by e-mail is acceptable, but make sure it includes the person's full name and title.

Once you get the signed copyright permission form, check the conditions for permission. Individuals may want their name listed a particular way in your acknowledgments, or publishers may want a specific credit line. People who reproduce copyright material without first obtaining written agreement from the copyright holder risk exposing the Department of Health and Human Services to legal action, including severe financial penalties and, in some cases, criminal liability. No matter how sophisticated the technology that copies an image, or printed work, if the copying is unauthorized, it is still copying and will likely be found to be copyright infringement. Therefore, always get a signed copyright permission form.

## GOVERNMENT USE OF COPYRIGHTED MATERIAL

If you use copyrighted materials produced with non-public funds (private organizations or people), you must get permission to use the materials, and include the following notation set in a type size smaller than text and legends: “Copyright by: (date of copyright and name of copyright holder); reproduced with permission by the Department of Health and Human Services. Further reproduction prohibited without permission of copyright holder.”

## CMS MODEL RELEASE POLICY AND PROCEDURES

If you take photographs and shoot video, you need to understand the CMS Model Release Policy and Procedure. A copy of the CMS Model Release form is available at <http://cmsnet.cms.hhs.gov/hpages/oics/forms.htm>. Look for CMS-20006 “Model/Property Release.” The model release is a legal document that gives CMS the right to publish or sell the images without paying the model(s) royalties. This includes all forms of print and electronic media for any lawful purposes.

The CMS Model Release:

- Permits the agency to copy, publish, perform, publicly display, distribute, sublicense, modify, sell, create derivative works from, and/or use images of the model in media at the agency’s discretion.
- Releases the agency from liability that might arise and agreement not to bring any claims regarding privacy, publicity, use of name, copyright, trademark, service mark, trade name, civil or other rights.

No one can anticipate every possible use of your photos. As a legal safeguard for the agency, get a model release for any photos or video you take. Adults over the age of 18 may sign a release for themselves. Parents or a legal guardian must sign the release for minors under 18. Make sure all signed releases are dated, and submit them to DMBC for inclusion in the Digital Asset Management System (DAM).

Keep in mind, you need a model release when the photo or video contains the following:

- Identifiable People: Any person identifiable in a photograph.
- People’s Body Parts: When the face is not visible, but the hands, feet, legs, and/or other distinguishing features can be identified as belonging to a particular individual.
- Silhouettes: Any silhouette in which a person can be recognized. An exception is when the silhouettes are unrecognizable in all but shape.
- Advertisement/Promotion: Any time the photograph is advertising or soliciting goods or services.
- Sensitive Subject Matter: If you know that a photo is going to be used in a sensitive area, i.e., an AIDS ad.
- Internet Posts: copyright and other laws apply to the Internet, too.

You do not need a model release if the photo or video contains the following:

- Public People: Celebrities, politicians and ranking public officials when seeking publicity have relinquished their rights to privacy when appearing in public places.
- Crowds: Pictures taken of crowds at public events (you do need a release for individuals singled out in a crowd).
- News Stories: If the photo is part of a news article thought to be factual, the Fair Use Doctrine applies. Fair use can be used by newspapers, periodicals, textbooks, and sometimes annual reports.

## CMS PROPERTY RELEASE POLICY AND PROCEDURES

If you take photographs and shoot video, you need to understand the CMS Property Release Policy and Procedure. A copy of the CMS Property Release form is at <http://cmsnet.cms.hhs.gov/hpages/oics/forms.htm>. Look for CMS-20006 “Model/Property Release.” A property release is a written agreement signed by the property owner(s) that permits the government to use photos/video of his/her property at any time and in any fashion, print or electronic without limitation. The principles that apply to model releases also apply to property releases.

The rules and laws about the commercial use of pictures of property are unclear, and the threat of claims are high. Always have the legal owner or agent of the property sign a property release form before taking any photos. Property owners, agents and/or employees of a firm or corporation who are authorized to do so and over the age of 18 may sign a property release. Make sure all signed releases are dated, and submit the form and photographs to DMBC for inclusion in the Digital Asset Management System (DAM).

You do not need a property release for photos or video of the following:

- Public Property: Government buildings; public schools; national, state, county, and municipal parks.
- Unidentifiable Private Property: Motor vehicles, watercraft and aircraft that don't show license plates, numbers, tags, or other identifiable symbols such as logos, phone numbers, business names, etc.
- Private Property from Public Locations: A photograph of a building that is incidentally part of an image, but is not the focus of the photograph.
- Famous Locations: Buildings such as the Empire State Building. Watch for privately owned exceptions with restricted access, such as Disneyland.
- Historic Sites: Monuments or historic homes that are not private property.
- Skylines: A photograph of a skyline, as long as no private property is the focal point of the picture. San Francisco is an exception.
- People in Public Places: Unidentifiable people in public places.
- Wild Animals and Nature: Animals in the wild and nature except on private property.
- News and Newsworthy Editorials: Fair Use Doctrine applies to property and people if it is part of a news article. Fair use can be used by newspapers, periodicals, and textbooks.
- Private Use: Photographs or snapshots that will never be exhibited, exchanged, or published anywhere.

You need a property release for photos or video of the following:

- Professional Sports Teams, Individuals, and Sports Logos: Any image showing a player's face, number, logo, emblem, or any other recognizable features.
- Public Employees: Public employees such as Firemen, Policemen, and any other municipal, county, and state employees — this includes uniforms and equipment.
- Military: There may be some camera restrictions at military establishments and concerning some military equipment. Military personnel (U.S.) are governed by regulations that restrict military people from use of military photographs, including military equipment and personnel taken away from military establishments.
- Private Property: Office buildings, homes, private schools and surrounding property, private and corporate motor vehicles, watercraft, and aircraft.
- Artwork: Any art that is privately owned.

- Publicly Displayed Art: Any privately-owned art that may be on public display.
- Animals: Any domestic pet, farm animal, animal parks that are privately owned, professional animal, any otherwise distinct, recognizable, or rare animal. An exception would be animals in the wild.
- Company Trademarks and Logos: Any symbol or object that has a trademark or copyright. Some examples include: IBM logo, Coca-Cola bottles (unless incidental to the image such as an incidental Coke bottle sitting on a table).

### **PRINTING AND DISTRIBUTING CMS PUBLICATIONS**

If contractors, partners and other stakeholders want to print and distribute CMS publications, or put their logo on CMS materials, they must sign a printing and distribution agreement with OEA. The agreement was developed and approved by the Office of the General Counsel (OGC), and it includes the following requirements:

- Add the statement “This CMS publication is re-printed courtesy of [requesting entity].” The statement must appear only on the back cover of the publication and in no larger than 14 point font.
- Agree not to alter files or images.
- Agree to pay postage and remove any mailing indicia/permit.
- Own/purchase applicable fonts.

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## 9. Clearance Processes

All communication materials need some type of clearance. This section describes the most common types of clearances and tells you where to get more information.

### DHHS CONCEPT CLEARANCE

As mentioned earlier, most CMS communication materials and contracts need DHHS concept clearance before you can spend money on the materials. Concept clearance is how you get a new idea for a CMS product approved before the actual development process. The following products do not need DHHS concept clearance:

- Scientific and/or professional manuscripts for a non-CMS publication that you're not providing as a CMS employee.
- Administrative materials and instructions for grantees, contractors, collaborators and partners.
- Administrative materials for use within CMS, unless they include 50 or more copies intended for external distribution, or of any quantity for distribution to Members of Congress.
- Publications produced under CMS grants.

If your product needs DHHS concept clearance, submit a clearance package (memo, justification, and one or more of the following forms) to OEA's Division of Product Planning and Distribution (DPPD):

- HHS-615 (print materials)
- HHS-524 (for communications contract, including campaigns, over \$5,000)
- HHS-524A (audiovisual materials costing more than \$5,000)

For more information, visit <http://cmsnet.cms.hhs.gov/hpages/OEA/>.

### DHHS CONTENT CLEARANCE

Content clearance ensures that your product is consistent with agency and administration policies, as well as, accurate and clearly written for your audience. Ask your component who should review the content of your product. Most components go through several levels of content clearance before a product is approved for printing and/or distribution.

### PRE-PRESS CLEARANCE/DIGITAL ASSET REVIEW

As discussed earlier, all communication materials must go through a pre-press review and be approved for printing and/or distribution. After your product has DHHS concept clearance (if needed) and content clearance, contact DMBC for a pre-press review. This review ensures that your product does not violate U.S. copyright laws, that the materials are professionally prepared and allows DMBC to enter your product's information into CMS' Digital Asset Management System (DAM).

There are two ways to get this clearance:

- Submit proof that your files passed a pre-press review to DMBC.
- Ask DMBC to do a review for you.

DMBC will return the products you submit with signed OEA Clearance Checklist, Form CMS-20013. You need this form so that OOM/DPMS can process your print request. For more information, contact DMBC at [DMBC\\_Box@cms.hhs.gov](mailto:DMBC_Box@cms.hhs.gov).

### **NEWS RELEASE CLEARANCE**

If you're planning a news release, contact OEA's Media Relations Group (MRG). MRG needs to edit and clear all news releases before they go to the DHHS Public Affairs Office for clearance. Keep in mind, DHHS' clearance can take up to six weeks. Once you have a final release, OEA will disseminate it to the media.



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# 10. Keeping Communications Records

As a CMS employee, you are responsible for adhering to the Federal government's rules for retaining, disposing of, and transferring communication records such as still and motion picture photography, graphic materials and files, and sound and video recordings. For more information, see the CMS Records Schedule at <http://cmsnet.cms.hhs.gov/hpages/osora/records/default.asp>.

## PERMANENT RECORDS

Permanent records cover a wide range of materials and include official portraits of senior agency officials, photographs produced or collected for use in agency publications, and other media productions and original artwork relevant to the agency mission. Permanent records must be offered to the National Archives and Records Administration (NARA) when no longer needed for administrative purposes, or when 20 years old, whichever is earlier. Contact the Office of Strategic Operations and Regulatory Affairs (OSORA) with questions about specific items, and for help with offering the files to NARA.

## TEMPORARY RECORDS

Temporary records are primarily internal CMS materials, such as photographs of award ceremonies, social events, and other activities not related to the mission of the agency; internal personnel and administrative training videos and routine artwork of flyers, posters, letterhead, and other graphics. Generally, temporary records may be destroyed when 2–5 years old or when no longer needed for administrative purposes. For questions about specific items, contact the Office of Strategic Operations and Regulatory Affairs (OSORA).

## TRANSFERRING RECORDS

If you are leaving CMS, make certain all your files (whether the materials are paper, electronic, or even e-mail) are transferred to the appropriate staff person and/or medium. This practice ensures no official files or agency information is lost as well as safeguards the Agency's records. Fill out the Clearance and Accountability Form, CMS-129.

If you have any questions, please contact the CMS Records Officer.

# CMS Deliverables Checklist For Print

## FINAL MATERIALS CHECKLIST: TECHNICAL SPECIFICATIONS

CMS currently uses the Adobe CS3 suite for Illustrator, Photoshop, Acrobat and InDesign. We also will accept up to two versions lower.

### At the conclusion of any CMS communication materials project, components and contractors should:

- ☐ Do a preflight of InDesign files to identify all missing fonts, links, or color problems. Supply all graphic files placed in a document. Confirm the status of all images before submitting the files. No image link status should display “Modified” or “Missing.” All linked graphics should be saved in TIF or EPS format.
- ☐ Gather all linked files for project. Use Package for InDesign. When placing EPS files with embedded text, include either the font used or turn the text to outlines.
- ☐ Ensure that all placed full color photos are in CMYK mode. Files not converted to CMYK will not print properly. If printing CMYK only, convert all spot colors to process.
- ☐ If printing spot colors, identify colors as spot Pantone colors NOT process Pantone colors.
- ☐ Use Photoshop to enlarge and/or modify images before placing in a document. Enlarging image after placing in a document will change the effective resolution. All images should be at least 300 dpi (dots per inch) at 100% or smaller size.
- ☐ Fill out form GPO-952 and submit with project for Government Printing Office (GPO) printing.
- ☐ Supply proof of ownership and/or reproduction rights for all photographs and/or illustrations used in project. CMS must have control over all copyrights, including ownership and reproduction rights of materials. Fill out form CMS-20012 and submit with project.
- ☐ Include all fonts with completed job. Component must use licensed fonts. CMS uses Open Type fonts (preferred). Use correct fonts (i.e., Garamond Bold) rather than using styles. We prefer not to use Adobe Type One fonts.
- ☐ Send disk along with composite color copy and/or mock-up, and color separated paper “plates.” Color separated prints ensure that only the desired number of ink colors are contained in the file. This step can also be checked when doing a “preflight of all files.”
- ☐ Package should include print out of all files contained on disk, all required forms and final mockups.
- ☐ All final products must be accompanied with a press quality PDF file, showing cropmarks and bleeds. Also include a 508 compliant PDF version for posting on the web. See some of the requirements below.\* Include the PDF files on a CD with the other files.
- ☐ All deliverables need to pass a prepress inspection by DMBC staff. When completed, Form CMS-20013 will show approval of inspection and the product will be archived in the CMS Digital Asset Management (DAM) system.

### \*508 Compliance Information

- ☐ Adobe InDesign is the preferred software for documents, as it supports 508 compliant requirements.
- ☐ Insure that all web links are “live.”
- ☐ Use Adobe Acrobat Professional to check Accessibility. Go to Advanced/Accessibility/Full check.
- ☐ Make sure all images are tagged and in the correct reading order.
- ☐ All tables should be tagged as tables.
- ☐ Include 508 compliant PDF file on CD with other files.

# Style Guidelines For CMS Forms

## CMS FORMS

If you create printed or electronic forms, below are guidelines to help you. If you need to make significant changes to existing forms or create a new form, contact the Division of Publications Management Services in OOM. If you need help in typesetting forms, contact OEA's DBMC. If your contractor is preparing a form, the new forms should be created in Adobe InDesign or a program that is compatible and editable in InDesign.

- Use a standard size sheet (8 1/2" x 11") or smaller.
- Place the Department and Agency names located at the top left corner in UPPER case 7 pt Helvetica.

Example:

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR MEDICARE & MEDICAID SERVICES

- If the form has an Office of Management & Budget (OMB) approval number, the OMB number should appear in the top right corner in upper AND lower case 7 pt Helvetica, right justified.

Example:

Form Approved  
OMB No. 0938-0008

- If the form has an OMB Approved Number, it must contain the OMB Paperwork Reduction Act statement:

*According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB number for this information collection is 0938-XXXX. The time required to complete this information collection is estimated to average XX minutes per response, including the time to review instructions, searching existing data resources, gather the data needed, and complete and review the information collection. If you have any comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: CMS, Attn: PRA Reports Clearance Officer, 7500 Security Boulevard, Baltimore, Maryland 21244-1850.*

- CMS forms must have a form number followed by revision date located in the bottom left corner of each page. Form number should appear in UPPER case 7 pt Helvetica.  
Example: FORM CMS-806 (01/01)
- Center a concise, distinguishing title at the top of the form.
- Number pages after page 1 (starting with page 2).
- Typeset the form in Times Roman (serif) and Helvetica (san serif), with special symbols and boxes using Zapf Dingbats. Open Type fonts are preferred.
- Use tabs instead of blank spaces for assigning position to words.
- Provide a print quality PDF of the form.
- Supply a 508 compliant PDF document of the form for the web. Add fillable fields if posted as a web 508 document.
- Make sure the form follows the Checklist for Print Deliverables on page 24.
- If your contractor creates a form, submit it to DMBC for final print clearance and addition to the Digital Access Management (DAM) system.

# Design and Document Creation Checklist

## GETTING STARTED (PRINT PRODUCTION PROCESS)

When an external communication project is initiated, there are procedural steps that must be followed. These steps ensure timely delivery and completion of the requested product.

### For GPO printing (final project to be printed on a printing press)

1. Initiate idea
  - Who is the audience?
  - What type of product is this (flyer, brochure, book)?
  - When is this needed?
2. Decide who will produce product (in-house or contract out).
3. Discuss printing costs with print specialist. (Office of Operations Management (OOM)/Division of Publications Management Services (DPMS). Discuss time frame for printing and distribution.
4. Submit Form HHS-615 to the Division of Product Planning and Distribution (DPPD) for Department Concept Clearance and Approval .
5. If being done in-house, initiate job request for design through [DMBC\\_Box@cms.hhs.gov](mailto:DMBC_Box@cms.hhs.gov). If using a contractor, project officer works with outside design firm.
  - Project is assigned to designer, meet to discuss project and timeline.
  - Client gives designer approved content.
  - Designer works on ideas for project/communicates with client.
  - Client approves look of project. Designer completes final. Proofing and QA done for quality product.
  - Project is reviewed by designer and client/final approval given by client.
  - Designer does pre-press check of all files. Package all files. Designer completes GPO Form-952 and OEA Prepress Checklist (Form CMS-20012), and burns all native files to disk including 508 assessable PDFs (if needed) and PDF files.
  - Files checked for prepress clearance by DMBC. Form OEA Clearance Checklist (CMS-20013) completed. All files archived in the Digital Asset Management (DAM) system.
  - All files burned to CD, forms and a mockup of project given to client.
6. Obtain Funding Approval with CMS Printing Services Requisition Form (CMS-400).
7. Client gives final print package including Form CMS-400 to print specialist.
8. Client and/or designer reviews proofs from printer.
9. Project complete.

Remember, if publication will need to be posted on the web, then 508 compliance must be met. All documents on the web must be 508 accessible. Who ever creates the document is responsible for this.

# References and Resources

## GRAPHICS EQUIPMENT

DMBC acquires, maintains, and sets usage standards for graphics equipment, software, or supplies. If you are interested in obtaining specialized graphics equipment, here is what to do:

- Verify and document the need for equipment and ensure the availability of funds from your component.
- Get the DMBC Director's signature on your purchase document before it goes to procurement or the Office of Financial Management (OFM).
- Get an inventory control tag so that the property is entered into the CMS Online Property System. To do this, submit an Accountability Property Inventory Control Data Form CMS-20002 to OOM. For the form, visit <http://cmsnet.cms.hhs.gov/hpages/oics/formsloc/forms.htm>.

## REFERENCES

- **Government Printing and Binding Regulations** — (commonly called the JCP Regulations) – contains the implementing regulations for U.S.C. Title 44 and most of the Government-wide regulations pertaining to information dissemination.
- **DHHS Printing Handbook** — addresses the Department's requirements for the acquisition of printing equipment, procurement of supplies and forms, production printing process, printing through grants and contracts, copier management, publishing journals and magazines, and required plans and reports.
- **DHHS Public Affairs Management Manual** — summarizes the organization, operations, responsibilities, and management principles basic to carrying out the public affairs mission of conducting effective two-way communications between HHS and the American public. Its requirements apply to all program components.
- **GPO Guidelines: Best Practices for Preparing & Submitting Electronic Design & Prepress Files (EDPP)** – [http://www.gpo.gov/forms/pdfs/3006\\_10\\_2004.pdf](http://www.gpo.gov/forms/pdfs/3006_10_2004.pdf)
- **GPO Style Manual** — in accordance with title 44, U.S.C., section 1105, GPO determines the form and style of Government printing. It is the principal guide in the preparation of manuscripts for publication. <http://www.gpoaccess.gov/stylemanual/browse.html>
- **Section 1140 of the Social Security Act**— regulations that prohibit the misuse of symbols, emblems, or names in reference to Social Security or Medicare. [http://www.ssa.gov/OP\\_Home/ssact/title11/1140.htm](http://www.ssa.gov/OP_Home/ssact/title11/1140.htm)
- **U.S. Postal Service, Domestic Mail Manual** — establishes the format and design of all printed envelopes, postcards, and other mailers. Contact OOM/DPMS for further information.

## OTHER PUBLICATIONS:

- The Associated Press Styleguide (2000)
- Words into Type (3rd edition)
- Plain Language — <http://www.plainlanguage.gov/>
- Strunk's Elements of Style — <http://www.bartleby.com/141/>
- Public Relations Writing: Form & Style, (4th edition)